

Presentation Materials & Notes for October 2005 Workshop Series

Workshop Series #2 – Public Workshop Comments

October 25, 2005 (Community Design Studio)

1:30 p.m. - 3:00 p.m. Neighborhood Focus Group

Focus on Downtown – Phase 2 (Some Discussion on Phase 1)

- Can Federal dollars be used for shade structures: Answer: Yes - possibly.
- Is there specific dollar amount for public art? Answer: Yes - at this point it is \$500,000.
Added comment: I would like to see more local Arizona artists be the main artists and not someone from out state who does not know much about what we would like to see in our own area. Concerned that the artists will dictate the artwork – would like to have public be more involved on the onset rather than at the end.
- Landscaping should be part of the public art - rather than the artificial trees, the consideration of Areal@ plants should be high on the priority. This should be used to unify the corridor. Use native materials and textures.
- Feeling of a huge disconnect between ASU and Scottsdale – will they stand out above the rest and separate us from them?
- There should be some definition at McKellips that you are entering Scottsdale.
- Softening the area with a lot of landscaping – something warm, inviting, but not so rough looking.
- Trees for shade and part of the landscaping – if they are the right ones, friendly to the environment and pedestrians, motorists, and bicyclists – they could make a huge difference.
- Signage: too many of them – get rid of some of them – can probably get by with half. They are too confusing. Too much becomes inundating and intimidating including the directional signs.
- Cohesiveness between bicyclists, motorists, and pedestrians. There has to be some kind of a linkage to all of them and still feel safe if you are one of them and not feel threatened.
- LRT: not being a part of the line is actually great as it will not ruin the image of Scottsdale Road.
- Should include citizens with physical challenges, allowing them to voice their concerns.
- First phase area will need a lot of funding.
- Materials used by the artists are not really tied into the representative of Arizona and more of it does not belong to the city.
- There should be more pedestrian friendly shade/user friendly. According to the downtown committee – there should be a way to think about the visitors and guests when they are in the area and provide them with ample shading as they are not accustomed to this type of heat. The plants need to be low maintenance and low water usage, along with desert friendly.
- There has to be a way to indicate that you are now entering Scottsdale. The art, landscape, lighting need to be all tied together and have it all the way up and down the corridor. The fixtures can be changed and the post should be one that will tell a difference.

- Pedestrian friendly shade would be nice. The shade structures need to be just as friendly.
- Streetwalk plug-ins would be nice – ground level for events and high ones for trees and post.
- The best indication of a successful street is when I see trolleys that are full, shops open until 8 or 9:00 p.m. and they are crowded, locals shopping at the malls, and restaurants filled to capacity and lines out the door.
- Please do not consider putting in the LRT along Scottsdale Road.
- Couplets need to be reviewed and coordinated better
- Tour buses need a drop off/pick up area – please look into this when you are doing the downtown circulation. Presently, there are tour buses who park downtown and take up several spaces, which limits the number of spaces for other cars. Recommend looking into the LaLoma Station where bus drivers can have a place to stay for a few hours. Offer a place of rest and relaxation as they wait for their passengers finish their tour. This should be a place where they can find restaurant(s), lounge around, watch TV, get a nice nap, or wash up – almost like a truck stop. Ask restaurant(s) to provide free or discounted meals or have businesses provide gift packs for the drivers. This would be a place where they can feel welcome and call “home.” This station can also be a place where Trolleys can do pick up and drop off for tourists. Yearling is another place to consider, but it really should be LaLoma Station.
- On Marshall Way, this area is in dire need of enhanced landscaping, as well as pedestrian friendly/safety, and a refuge/hide out as it is incredibly dangerous/deadly area, especially, at night.
- As for the physical challenged, there needs to be some type of federal guidelines and requirements. There are bumpy ramps which makes it difficult and uncomfortable for them.
- Shade, shade, shade – cannot say it enough. This is so important to everyone as this is the Valley of the Sun.
- Scottsdale is known for their art and that’s what sets us apart from everyone else. Tying in sculptures, street lights, integrated solar panels.
- Unleash some type of a public policy element for pedestrians.
- Encourage businesses to provide their own ideas of what they would like to see enhance their areas.
- Neighborhoods around downtown somehow feel that they are not connected – City should come up with ideas on how to draw them back into the area.
- Agreement to everything that Sonnie and Patty has mentioned, but pay special attention to the artistic elements, warmth, and comfort during the deadly hot summer days.
- LRT should be somehow connected to draw more people to the area. It may liven up the City and provide businesses with more customers. It may be hard during construction, but once it is all done, everyone will see the difference.
- Safety for pedestrians – there has to be a place where we can feel safe walking around and not feel like we will get hit by some fast speeding motorists. Downtown should be closed for pedestrians only and enjoy the shops and restaurants.
- Medians may be a way to slow traffic down and will reduce accidents.
- Colored concrete – this should be an element to consider around the downtown

sidewalks. It will give motorists the indication that they are entering a pedestrian friendly zone. Signs could help with that as well.

- Schools should get involved with the art – give each school a section of an area that they can give their ideas to. Go to them, ask them what they would like to see for their piece of the corridor. This would be another way to get the community involved if they see school administrators, staff, and children taking part.
- Gateways are an important way to say Hello! to our visitors and residents. They should be placed where the boundaries are. Downtown/Old Town needs a gateway.
- Parallel parking/on-street parking: is this something that should be eliminated around the Old Town area? Valet parking: should this be offered to replace the parallel/on-street parking? Should really look into this as it may be safer for everyone.
- Most concerns are on the safety of the pedestrians – there is not one area along the corridor where pedestrians can feel safe.
- Measures of success: trees/shade, local public artists, pedestrian friendly atmosphere, see trolleys at full capacity, shopping areas and restaurants full of people, sense of place, art elements everywhere, better transit system, couplets need to be structured better to have better usage, comfortable/shaded benches – places to rest, bike lanes, and eliminating the thinking that there is “North” Scottsdale and “South” Scottsdale.
- Ambassadors should be another way of spreading the word for this project.

Workshop Series #2 – Public Workshop Comments

October 25, 2005 (Community Design Studio)

3:30 p.m. - 5:00 p.m. Art and SPA Board Focus Group Comments

Focus on Downtown – (Discussion on Phase 1 and Phase 2)

- Edge landscape/treescape on sidewalk.
- Art installation visible for drivers.
- Unique signage to identify neighborhood
- Downtown: narrow streets between couplets and widen sidewalks, treescape to soften corridor – connecting the two halves.
- Couplets really need to be looked at better – find a way to lead the motorists out of the Old Town area.
- Parallel parking/on-street parking: eliminate the parking on Scottsdale Road – need someone who will campaign for this strongly.
- Streetlight with canopy of trees – bring together of nature and the art. Good example/illustration is the Mesa Community Art Center.
- Curved lines with lights at night.
- Lighting and fixtures – finding ways to be more feasible, earth friendly, and low wattage, but still give the safety features part of it.
- Each area needs to have a concept – building character and identity.
- Involving the public can sometimes be dangerous when they do not really know anything about right-of-way process. The design should come from the licensed professionals.

- Gateways: ASU should be one place for a gateway as he envisions massive growth with buildings being built all around it. This should be an area where pedestrians will feel safe as they walk up and down the streets.
- West/NW theme should be preserved, as well as Marshall Way area.
- Color is another unifier that will work for the corridor. The correct color schemes will gradually enhance the overall look.
- Dead-ends for pedestrians at couplets at Chaparral – need to do something with it. Couplets should be for motorists, not for pedestrians. Lead the motorists to the couplets and public parking.
- Shade: arbor of trees around Fashion Square area.
- Continuum: too spread out and too many separate communities that are not tied in together.
- Sunlight with artwork combination - to play at places where it is appropriate and placed well. Avoid “kitchy” artwork like the wagon wheel chair.
- “Turning the Corner” idea to bring in the community together – inviting people to come in to our City, welcoming them with open arms.
- Bus stops: alerting the riders that the bus is coming – signal lighting.
- Art: get away from the “ranching” theme – something different, unique, unknown.
- Fiber optic – need to look into embedding this into the idea of light and art. Bus stops can also use this idea.
- There can be too many “cooks” in the kitchen – too much opinions/ideas can be dangerous and confusing for design.
- Shade the East/West, as well as the South with arbor of trees. These trees should not be down the middle of the street – medians with trees just does not cut it.
- Safer and easier way for those who operate the mouth powered wheelchairs or pregnant women or women pushing strollers. Currently, this is not the message being sent out – more like off-limits to them.
- Desolate South segment and very barren – soften the area with better, enhanced landscaping.
- Plinth art along the corridor with different materials.
- Fiber optic continuity in lighting.
- Need gateways at ASU site and arterials from 101.
- “Come and Go” rhythmic patterned artwork – serve as a setting of art on the street.
- Provide elevation changes.
- Traditional approach that tells the story/history of the street.

Things that define the street – address the industrial part of the street – urban setting

- Gateways: that span over the street that provides a sense of arrival. During the day, cast shadows of the street; and at night – have something that will glow throughout the entire city.
- Pylons: electrical structure based – planting seeds, solar powered panels that provide ways to introduce them.
- Bike lanes: colored ribbon up and down Scottsdale Road. The only problem with this is that the budget is not there for the entire corridor – only for the South segment.
- Valet service: should be offered to the downtown businesses.

Workshop Series #2 – Public Workshop Comments

October 26, 2005 (Community Design Studio)

10:30 a.m. - 12:00 p.m. Neighborhood Focus Group Comments

Focus on Downtown – Phase 2 (Some Discussion on Phase 1)

- Impression has to be that you'll have continuity – unity of the businesses and residents. Sidewalks all the way up and down the corridor would be one way of doing this.
- Intersections need to be safer. Likes the different colored pavers. Would walk more if there were a lot more safe places to walk and not feel threatened by the traffic.
- Bus stops/public transportation: have no idea where to catch the bus, there is no directional sign that leads you to one. There has to be a visually attractive sign for people to them willingly.
- Indian School – Shea – it is a beautiful drive – use this as an example when it comes to the design phase of the corridor
- Beautiful landscaping with tree plantings, combining it with street lighting. Colorful flowered pots hanging high above onto the street lighting. Attractive giant pots all along the sidewalks with lighting around it. Native vegetation – indigenous plants that say Arizona all the way.
- Native American artwork – should be preserved for those who still believe in it. Build on its history.
- Connector streets leading to downtown should be more attractive and inviting to the public. What is really sad is that several of her students actually thought that Kierland is downtown – meaning that ignorant minds are being planted due to the unknown knowledge of downtown.
- Need to not send the message that this is desert-full, warm climate – need to send a different message that this could be a place where there is ambiance, color, foliage, cooling effect with shading/arbor of trees, and art – interesting beautiful art. This could definitely make a huge difference.
- Slow the traffic down – let motorists know that this is not a freeway, but a street.
- Businesses where there is parking in the back – these should somehow be connected.
- Signages: the style should be differentiated – uniqueness. Major streets should have some kind of identity different from the other streets. Size of the sign makes a difference. Destination/directional signs should be taken into consideration as they do play an important role in the entire corridor – people would like to know where historical markers/attractions are and how to get to them.
- Gateways: Camelback and Chaparral – this area should have some kind of an indication that you have arrived – coming from the North, South, East, and West. Papago Center is working hard to refurbish their area to compete with ASU.
- Improvements: wise use of colors – people are extremely visual; palette of consistencies from South to North. Patterns and forms that send a clear message to those entering. Cowboys/Western theme can be eliminated.
- Would like to see some kind of an organization when it comes to placing buildings, high rises within the downtown area. The downtown needs to continue on with their uniqueness and history, but would like to see design team add more flare to it.

- Would like to keep abreast of what is going on with the project – notices, meetings, updates would be something that would interest me.
- Scottsdale Road and Waterfront are could use a lot of enhancement work, but more importantly is the safety of the pedestrians. Currently, it is too dangerous for everyone, including the motorists.
- Sidewalks: there are hardly any in the downtown area – Camelback and Scottsdale. Some places there are none and cannot even get from one side of the street to the other. 2nd Street north to Chaparral is too narrow of sidewalks.
- There should not be a South Scottsdale and North Scottsdale – it should all be one. Define the districts.
- Favor downtown Tempe where there are wide sidewalks – room for everyone and not feel like you're bumping into everyone – where they are stamped and printed. Pulls the buildings and architectures together. The shade from the canopied trees have made a huge difference and provides the cooling effect. The high rise buildings have maximized on the sidewalks. Street signs in this are in good taste.
- The lighting should be visible and strong, but soft at the same time.
- Trees and benches – these definitely come together – colors and textures are important.
- The Frank Lloyd Wright light station would be my choice of artwork – it is too strong, does not say anything about Scottsdale, and too abstract for several of us.
- The bridge by Fashion Square mall could be reconstructed and redesigned to give it a little more character.
- McDowell/ASU Scottsdale area: foresee this to be one of the busiest areas next to downtown.
- Signages: the ones up North are so much more different than the South, then downtown are completely different again. Need to think about making them all the same, consistent, but differentiate the areas of attraction.
- Lighting: look into more high tech looking – newer, modern type.
- Art: as long as it is not done on “art deco” idea. Not too hard edge. Functional use combined with art – might be something to consider. Sculptured art, but soft.
- Environmental Graphics is more my choice over some of the public art.
- Consistent palette of materials throughout the corridor.
- Use of Native American forms/textures and history.
- Involve school children to participate with the project.

Workshop Series #2 – Public Workshop Comments

October 26, 2005 (Community Design Studio)

3:30 p.m. - 5:00 p.m. Retail/Service Focus Group Comments

Focus on Downtown – Phase 2

- LRT: worried that this will happen and will put a connection to the corridor. Disagree to it completely.
- Worried that Scottsdale Road will become a signature road and a design element.
- The trees along Mill Avenue do block the buildings which is a problem to many.

- Do have on-street parking and this has been an advantage to my business. Parking meters should never be in the plan.
- Divide areas into different districts – gives the impression that everyone will be separated from the others.
- Lighting: there should be a lot more of it as it adds to safety. Curved lighting along the edges that could shine out.
- Bike lanes along Scottsdale Road should not be in the design.
- Take heavy advantage on the natural planting and coordinate everything with lighting for night-time use.
- Do not put anything in the middle of the street as it will distract the parade route (Prada Del Sol) and need a place for floats to go down the street, along with the wagons, horses, and marching bands.
- Metal meshed artwork should be eliminated along Goldwater bus stop.
- Physically challenged should have a safe place to go to along Scottsdale.
- Need to get the thinking of others that Old Town is downtown. West Main and 5th Street is Old Town.
- Beautification is of importance to many. Tempe should be used as a great example. Canopied trees and shade – they go so great together.
- Decorative lighting – low level, maybe around the trash receptacles
- Bike lanes – put them in the couplets and not on Scottsdale Road.
- Couplets: Goldwater needs much enhancement and may be more attractive than it is. If something is done, this could entice motorists to use this part of the couplet. Something has to be interesting to make motorists want to use them.
- Public Art – this is extremely important especially for the developers putting up new projects in the area. The cowboy is a landmark – people associate Scottsdale and Old Town with it, they look for it.
- Exterior – people will look at remodeling their businesses in the exterior side to make it look more like the natural setting.
- His business is located on 6th Avenue and Scottsdale and has nice sidewalks and bricking. The problem is there is gravel in the front and low level plants. People throw cigarette butts. The solution would be to get rid of the gravel and brick it all.
- Lighting: there has to be lower height, staggered (high and low) lighting that will work best for his area of business and other businesses. There has to be a way to direct or guide pedestrians.
- Receptacles for trash, but combined with ashtrays for cigarette butts – eliminate the litter.
- Benches can add to the enhancement as long as there is shade with each of them.
- Less low level vegetation for less maintenance. City needs to maintain it better as they sometimes get out of hand.
- Valet parking should be an option for businesses if on-street parking is not available. Do not get rid of on-street parking as this is important to many businesses. Also to the customers who are physically challenged or elderly.
- Emergency vehicles travel on Scottsdale Road and they have to have room to move their vehicles.

- Vandalism/theft: there is a lot of that, especially around his business where there have been poles and chains that have been taken out .
- Safety: at night, pedestrians do not have that feeling and avoid the area. Need something that can make people feel more safer.
- Medians: not a good idea, especially with Prada Del Sol – but should incorporate this into the design if you do put them. The spectators, the floats, everything else that is part of the parade – cannot have anything that will distract the event.
- Landscaping: water sensitive plants vs. colorful – need to think conservation. There are low water usage colorful plants.
- Crossings: do not concentrate too much on this – the concern is with the sidewalks. Should look into breaking up the sidewalk.
- Historic markers should be located off sides but not part of Scottsdale Road. One that could be different would be having some kind of a western design in the middle of the intersection – Main Street and Scottsdale – made out of brick as a flat outline. This would be unique and different and interesting depicting Scottsdale Road the way it started.
- Signages: these need to be redesigned and re-considered.
- Osborn and Chaparral are the only places that pedestrians can really walk on and no other reason to go any place else.
- Crossings: physically challenged need to be taken into consideration. The smoother they are, the easier it is for them to cross.
- Historic markers: people need to know that they are in downtown Scottsdale; currently the markers are too high and are not visible.
- Art is what makes Scottsdale stand out above the rest. This is an important element and should not be taken lightly. Every piece should have something that has a meaning to Scottsdale's history. The outdated art, such as cowboys and bucking broncos, should be taken away and new ones put in.
- Lighting: something different, something consistent throughout the entire corridor, but different in places where it has special attraction. Curved lighting should be used to identify Scottsdale Road with the idea of a long winding road with a ribbon, but should be done in good taste.
- Entrances to the alleys need to be safer and enhanced.
- Safety issues with sidewalk in too close of a proximity to the travel lanes. Worried about drunk drivers.
- Definition of districts have fractured the community.
- Leave the road as is.

Workshop Series #2 – Public Workshop Comments

October 26, 2005 (Community Design Studio)

6:30 p.m. - 8:30 p.m. Public Meeting Comments

Focus on South Segment – Phase 1 (Some Discussion on Phase 2)

Blue/Green Group

- Scottsdale: known as a “West/Most Western” Town with the wagon wheels and originality of ranch houses.
- Bike Lanes: remove them from the major pathways because they encroach into the traffic; they are dangerous, and are not really a part of the road.
- Oases: with the updated street furnishings throughout the corridor, kiosks at every so many intersections, and lockable electrical outlets would really contribute to this.
- Gateways: incorporate street lighting, have them be ornamental and functional, place them where Tempe ends and Scottsdale starts, the circular idea like the one in Japan where you can hang banners for events or attractions, and keep them Western.
- Street Lighting: low level for ease of walking, pavement lighting/laser to alert motorists, and they should be something that will provide safety and sense of security for everyone who walk in the dark.
- Trees: positioning them properly throughout the corridor, plants that require low water usage, drought tolerant plants, but colorful, and the faux trees placed at the most popular areas as part of public art.
- Water: use it as a celebratory event, brings out the best in people and should be a huge part of the corridor, draws people's attention and attracts them to a certain location, the sound and rhythm that water provides for the cooling effect.
- Geometric: spire that has uniqueness and is thematic, free-flowing, and cauldron; word of caution is NOT to get carried away with the design.
- Public places: places where anyone can gather and admire; examples of these: Library – provides grand architecture (Phoenix); City Hall – provides the grand staircase (Phoenix) – these can be compared to the roadway.
- History of Scottsdale: first ever built ranch house was in Scottsdale – elaborate on this design that is still being done even today; the cattledrive that ran through the street; plaques – simple, but yet they provided meaning and contributed to the great times of the past that made Scottsdale the way it is now.
- Cross-sections: allow artwork in the medians.
- Motto to go by: if you build it, people will come!

Red Group

- Don't interfere with driver attentiveness – distractions.
- Coordinate and partner with adjacent property owners – improvements.
- Geometric forms currently presented do not represent S. Scottsdale.
- Radio program is not preferable – a waste of time and no one will listen to it.
- Native American culture should be represented (i. e. along Loop 101 artwork).
- Agricultural history (cotton fields) should be told.

- Gateway (Tempe/Scottsdale) handshake idea over the street.
- Raised medians restricts access – business access is important.
- Lower the speed limit – safety purposes.
- Western theme gateway at Continental.
- Business visibility is important.
- Bus turnouts help through traffic.
- Need right turn lane at Thomas.
- Water fountains at bus stops.
- Comfortable bus stops with accessible sidewalks.

Yellow Group

- Sustainable Streetscape: more landscaping, water conservation, public friendly streetscape (elements between street and sidewalk).
- Light and shade: more pedestrian lighting.
- Arrival into Scottsdale – gateway: keep character of each district; agricultural symbols; garden elements (representing gateways); rose gardens; seating areas that are covered; drinking fountains or elements for resting (must be durable); and clean and maintained restrooms.
- Edges and medians: shade and pedestrian paths are a good idea; more pedestrian friendly areas; integrating business storefronts with pedestrians and walkways; bus stops and size of buses to be considered; solar elements.
- Community Events: parades – Prada del Sol.

Workshop Series #2 – Public Workshop Comments

October 27, 2005 (Community Design Studio)

8:30 a.m. - 10:00 a.m. Financial Focus Group Comments

Focus on Downtown – Phase 2

- Bus stops should not have any kind of metal seating. During the hot summer months, just standing by one you can feel the heat.
- Water fountains should be installed around the downtown streets to help with those walking the streets.
- Employees at First Health – located on Scottsdale Road and Indian School Road - usually hang around the downtown area during the lunch hour. They do not really go too far as there is enough eating places to go to, but shopping they usually drive to Fashion Square. They have expressed adding more or better type of shops that offer more of a variety.
- Bike lanes should be added even in the downtown area, but make them so that bicyclists have an easy and safe way to cross from one street to the other.
- Color palettes: add a combination of them to give buildings all different look and “pizzazz” to the existing look.
- Shade is extremely important to everyone. As long as there is good shade, even small shade, it will attract people.

- Water: this is an element that you don't really see a lot of, but it makes sense to add it or put more of it. Fountains should be placed where you want to draw more people. The sound of water makes people want to be there – they gravitate to that location.
- Bus stops: trolleys are more visible than buses. But if you want these used more, add something that would make people feel comfortable as they wait for their bus.
- Waterfront development: there is nothing there that would attract me or draw my attention to the area. Have something there that would make me or others want to go there, have a reason or theme or attraction that would draw my eyes to it.
- Art: the tile art that the children did – this gives the art a sense of meaning knowing that you were a part of it.
- Downtown area: there is a missing element – economic engine – that attracts people there, especially during the hot summer months, July – September. Need to find a reason why I would want to be there. With Kierland - this is a newer, fancier area where there is reason for people to want to go. With the different types of shops, not just specialty shops, there are places where people have a choice. The downtown area could use this idea – diversity. It is lacking the “pedestrian friendly” atmosphere. When I walk there, I feel unsafe. Too many cars in such a little space. Need to eliminate one lane each way, widen sidewalks, and slow down the traffic. Visual effects to strengthen the downtown – banners attract attention, unique lighting strung across like pearls.
- Police on horses: this should be brought back to the area. It gives everyone a sense of security knowing that they are available in an instant.
- Beautification: plants, trees, colorful flowers, anything that will give it an alive feeling. Lighting and signages – be creative. All these are missing and could really use them right now.
- Pockets of color – provides points of interest, chain of pearls.
- Gateways: sense of arrival. Place them where they can make a difference and clean up the area where you put them.
- Couplets: use them because Scottsdale Road is too slow and takes too long. There are too many lights, distractions by other motorists. Do not feel safe when driving Scottsdale Road. When snowbirds are around, they should be directed to the couplets as they are safer there due to the amount of room there is to drive on.
- Retail businesses need to find a way to draw people to their shops. Need to have something unique that would want them to make a return trip – a reason and a good one.
- Have businesses contribute to the art and provide them in exchange some type of a recognition or expressing the appreciation for what was donated.
- “West/Most Western Town” Theme: should pull away from that idea, it's outdated. But if it is to be preserved, modernize it to make it fit with the modern age. Make it more attractive, creative, and unique. As soon as you reach the Fashion Square Mall area, the theme has already disappeared.
- Outdoor café: there is no room for this as the cars are too close to you while you're eating and inhaling the fumes is not really healthy. Need to find a way to introduce this better and if it means narrowing the street, then do it. Arizona is known for outdoor eating during the fall and winter seasons. That's what attracts most tourists. Let's adopt it.

- Bike lanes: too narrow for one more thing and having a bicyclists on such a busy street is just one more thing to worry about.
- Diversity is missing in the downtown area, it should be present and visible.

Workshop Series #2 – Public Workshop Comments

October 27, 2005 (Community Design Studio)

6:30 p.m. - 8:30 p.m. Public Meeting Comments

Focus on Downtown – Phase 2

Blue and Green Group

- Access to businesses
- Right of Way resolution
- Setbacks for valet parking maintained
- Preserve on street parking
- NO Condemnations of buildings or businesses
- Consistent aesthetics
- Determine the role of the couplets – why are they there? Think of other ways on how to use them more effectively
- Variety of lighting
- Mixing bars and increased pedestrian use – possibly dangerous
- Put LRT on Hayden Road – if necessary
- Shade on corners – shade trees that canopy, shade structures Indian School to Chaparral
- Illuminate Scottsdale signs in Old Town
- No raised medians in Old Town
- Implement project during off-season
- Pedestrian bridge at Camelback canal without takings
- Enhance gateway effect indirectly
- Accentuate existing character of Old Town
- Banners not suited to Old Town – Main, Marshall, 5th like banners
- Focal art in pavement or statue at Main
- Preserve but update Old Town
- Don't widen or narrow Scottsdale
- Have adequate maintenance on new landscaping
- Build multi-use Western public art – lighted at night
- More public facilities – drinking fountains and restrooms

Yellow and Red Group

- Vision of Phase 2
 - Maintain existing identity
 - Element that brings it together – vegetation (trees)
 - Less traffic – possible pedestrian avenue
 - Bike lanes through Phase II

- Addition of parking along road – slows traffic/more pedestrians
- Safety for pedestrians and bikes
- Shade from trees
- Reduced street width

- Concerns about Phase 2
 - No LRT in downtown
 - Maybe LRT should border downtown rather than pass through
 - LRT can be a positive element as well
 - Change color of existing signs

- Character and Identity of Downtown
 - Downtown should keep Western feel – question is should all of Phase 2 feel the same?
 - Connectors to other districts
 - Sustainable design – solar, inventive forward thinking
 - Beautification of streetscape by removing visible power lines

- Gateways – future and existing
 - Existing banner across street
 - Cowboy (also one removed previously) – needs updating
 - City gateway as well as district gateways
 - Camelback as gateway location

- Improvements
 - More pedestrian traffic
 - NO pavers on crosswalk
 - Refuge for crossing street
 - Narrow perception of street to slow traffic down
 - Drinking fountains
 - Bicycle friendly
 - More signage – illuminated
 - Pedestrian lighting
 - Limiting right turns on red
 - Adding City logo on signs